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ABSTRACT OF THE DISCLOSURE

[0077]   A computer system and method for a pay for performance advertising system which comprises an account database maintained in computer readable media, the account database comprising a plurality of advertising accounts having funds associated therewith. The computer system further comprises an advertiser database maintained in computer readable media, the advertiser database comprising an advertising unit associated with one or more participating advertisers and bid denominations associated with the participating advertisers. The computer system also comprises a query processing section operatively coupled to the advertiser database. The query processing section is programmed to retrieve, responsive to an advertising unit selection entered on a query client computer, a next advertiser in a rotation of participating advertisers associated with the advertising unit, based on the bid denominations of the participating advertisers, and to route the query client to an advertising content page associated with the next advertiser in the rotation of participating advertisers retrieved by the query processing section.